Marketing Cloud Social Studio Getting Started

Jumpstart your social program.

Jumpstart on Marketing Cloud Social Studio. This Accelerator will walk you through how Social Studio works, ways you can use it to fit your business needs, and best practices for admin and user setup. You'll also get resources to help you take your social program to the next level.

What it can do for you

· Provide a basic understanding of the components of Social Studio

· Share best practices for using Social Studio components

How it works

Certified Specialists will guide you through the process over two separate engagements:

　· Overview of Sentiment tuning concepts & homework assignment

　· Working session to review assignment output

Outcomes

· Working session with Social Studio Specialist

· Follow up call to address specific questions in tenant configuration after two weeks (time limit given to customer to begin configuring their own environment with Specialist support)

ACCELERATOR COST	*

GOAL

Minimize operating costs.

INTENDED USER

You are new to Social Studio and want to learn the ins and outs of Social Studio based on the unique structure of your business.

PREREQUISITES

· Must have Social Studio (or Radian6) licenses

· Brand new to Social Studio or migrating from legacy products only needing an awareness conversation

· Does not involve complex reconfiguration

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*Marketing Cloud Premier/Premier+ receive one and three Accelerators respectively. Learn how we can help you accelerate your CRM success.

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